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## Existing Lottery Ticket Purchase System



### Issues

#### Inconvenience for Customer

- 20 – 40 seconds per transaction
- Waiting in line
- Must drive to lottery outlet to purchase
- Must drive to lottery outlet to redeem
- Keeping track of Tickets
- Validating tickets

#### For The State & Current Trend

- Declining sales in many states
- Current lottery playing infrastructure is not suited for new generation of players –to Internet, cell-phone, Anytime anywhere gadgets.

Figure 1. Current prevalent lottery ticket purchase process.

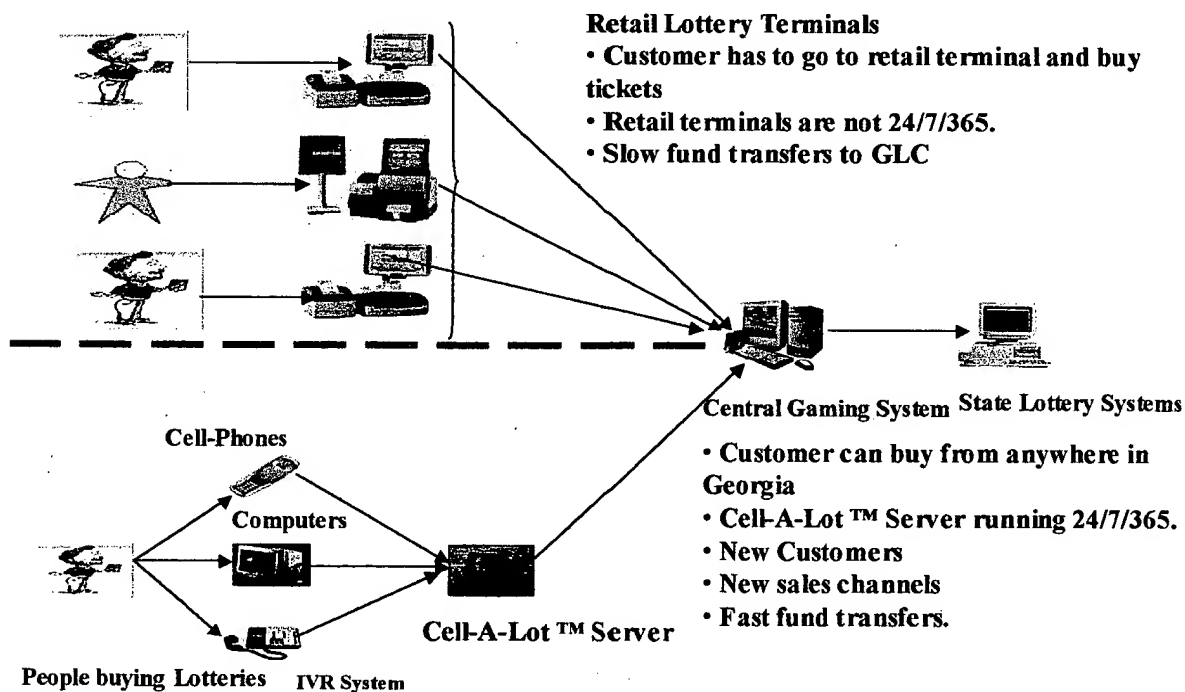
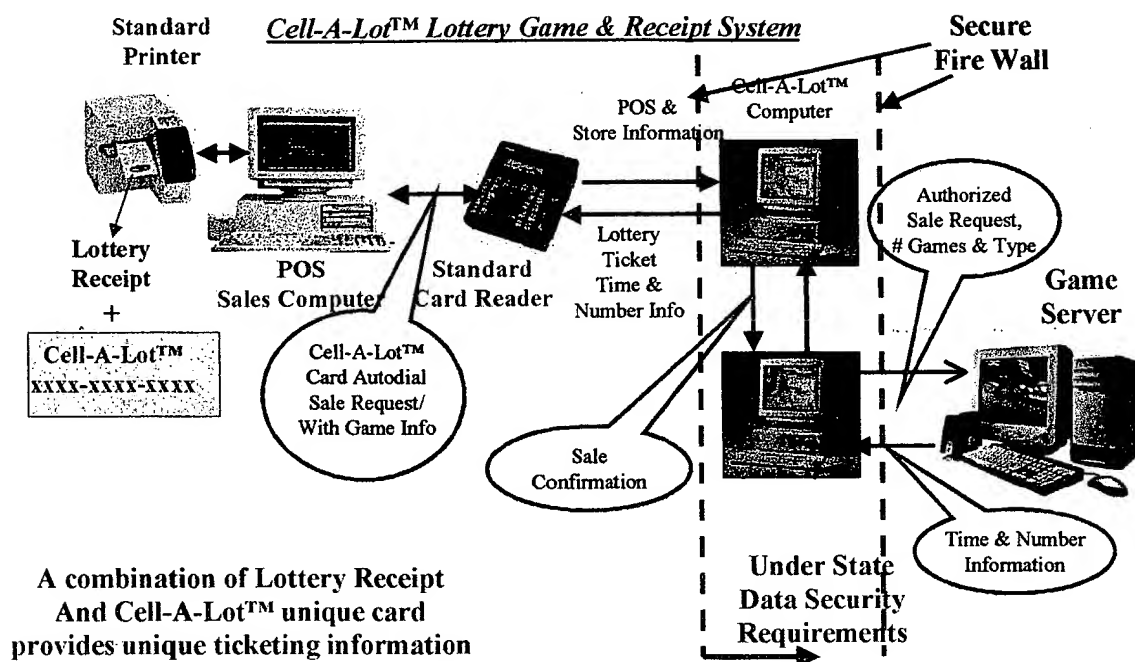


Figure 2 Comparison of existing and Cell-A-Lot™ ticket purchase process.



**Figure 3. Cell-A-Lot™ auto receipt system, which use existing retails infrastructure.**

When a prepaid magnetic or smart card is used to purchase, the commercial grade secure dialer connects to Cell-A-Lot System™ and provides a ticket on the spot (see Figure 10). This Autoreceipt system reduces the operation and maintenance by using existing retail store infrastructure for dispensing lottery ticket.

Cell-A-Lott™ System Architecture:

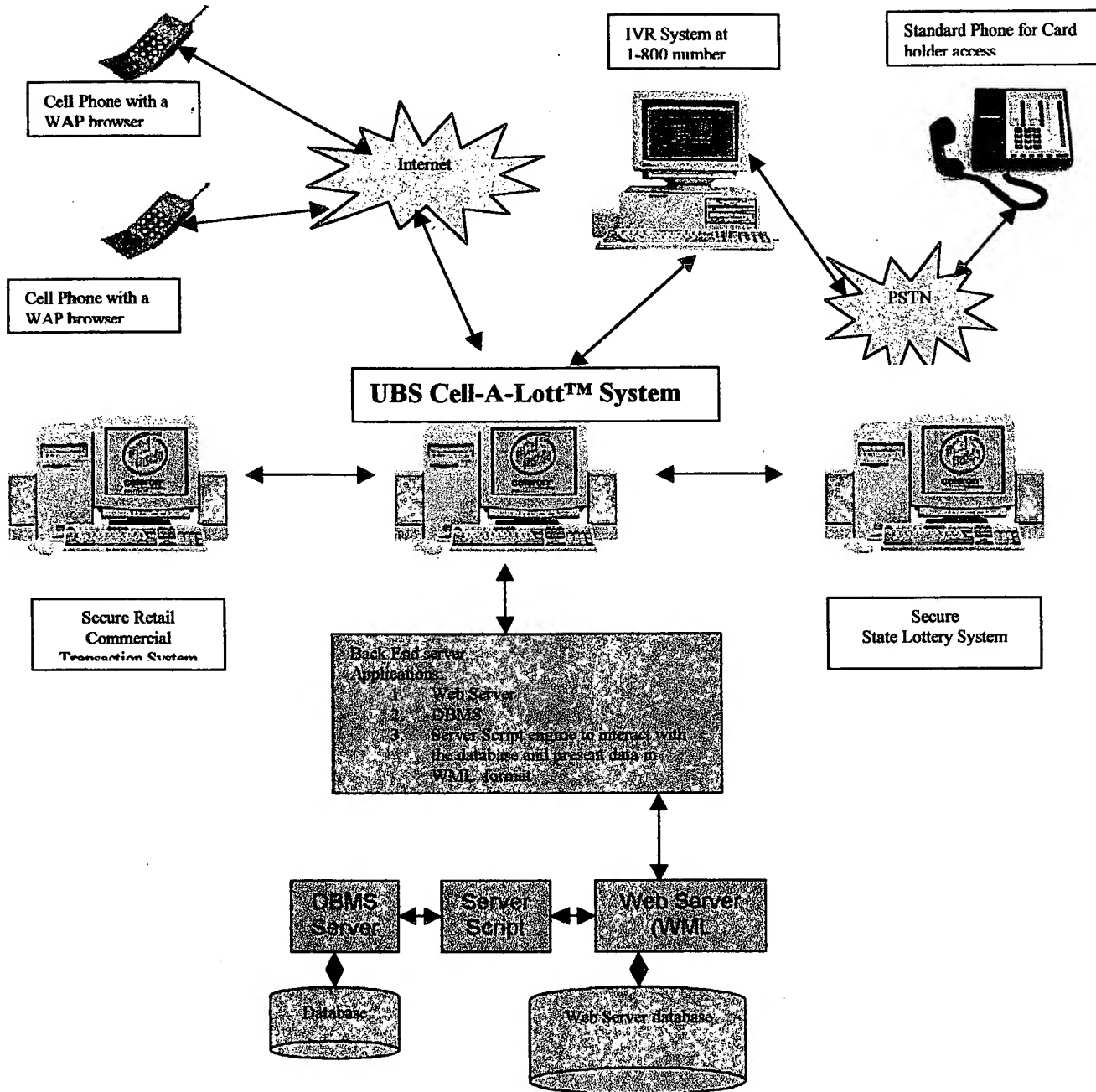


Figure 4. Cell-A-Lot™ computer system architecture.

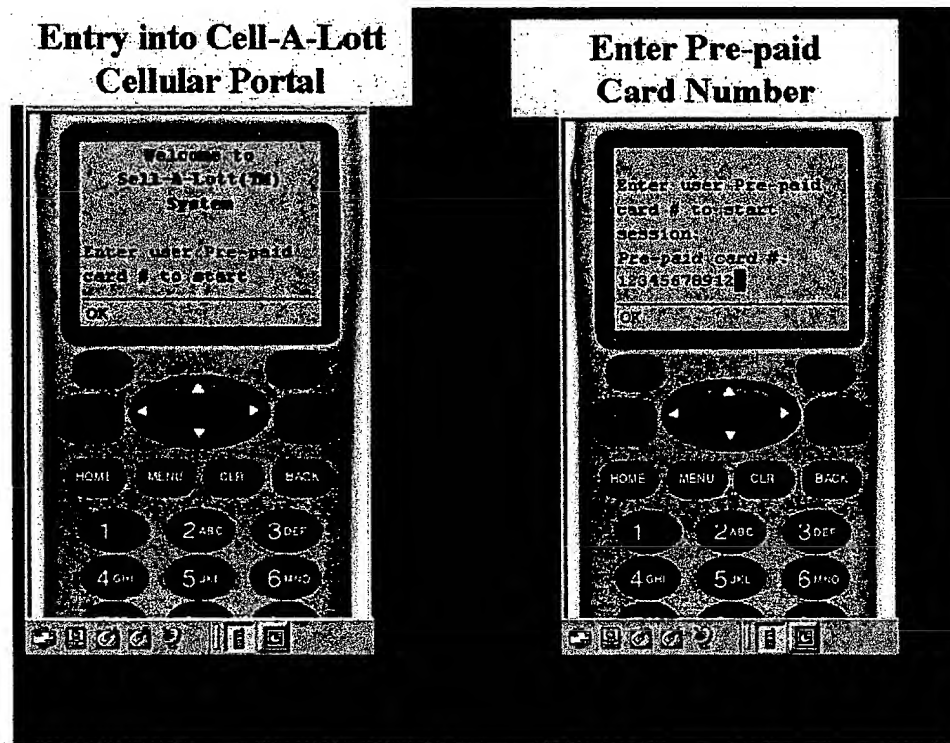


Figure 5. Accessing Cell-A-Lot computer system using prepaid card identification.

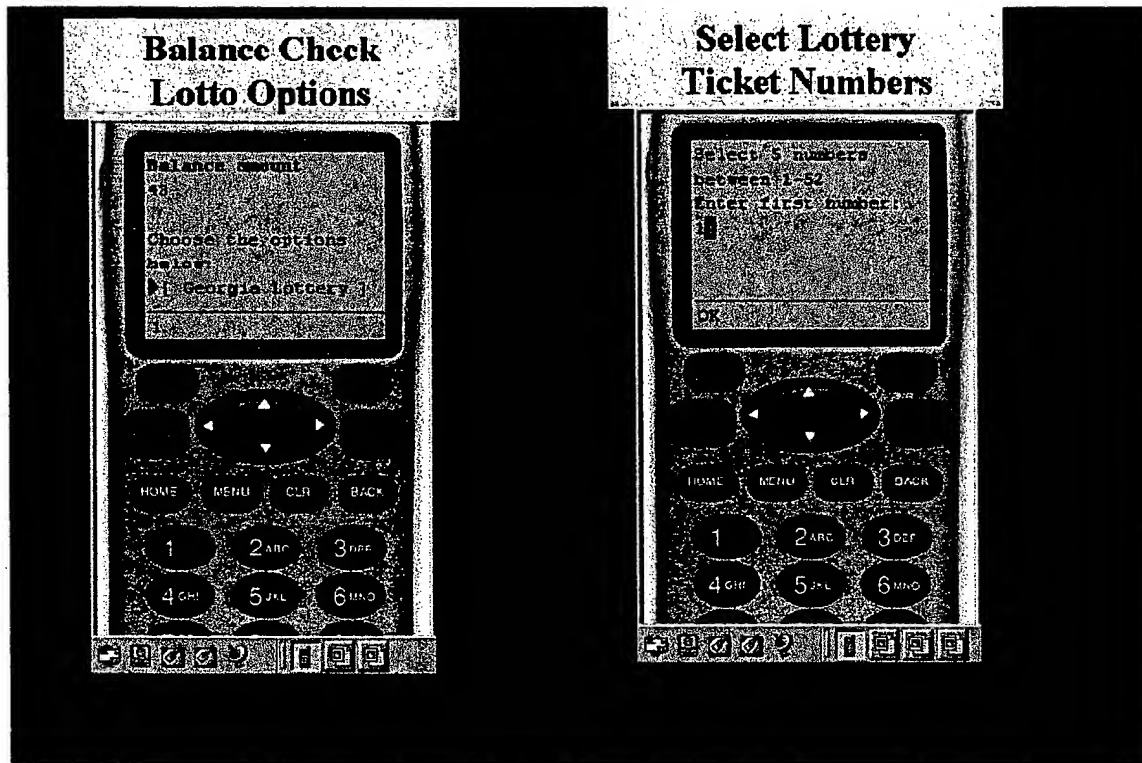
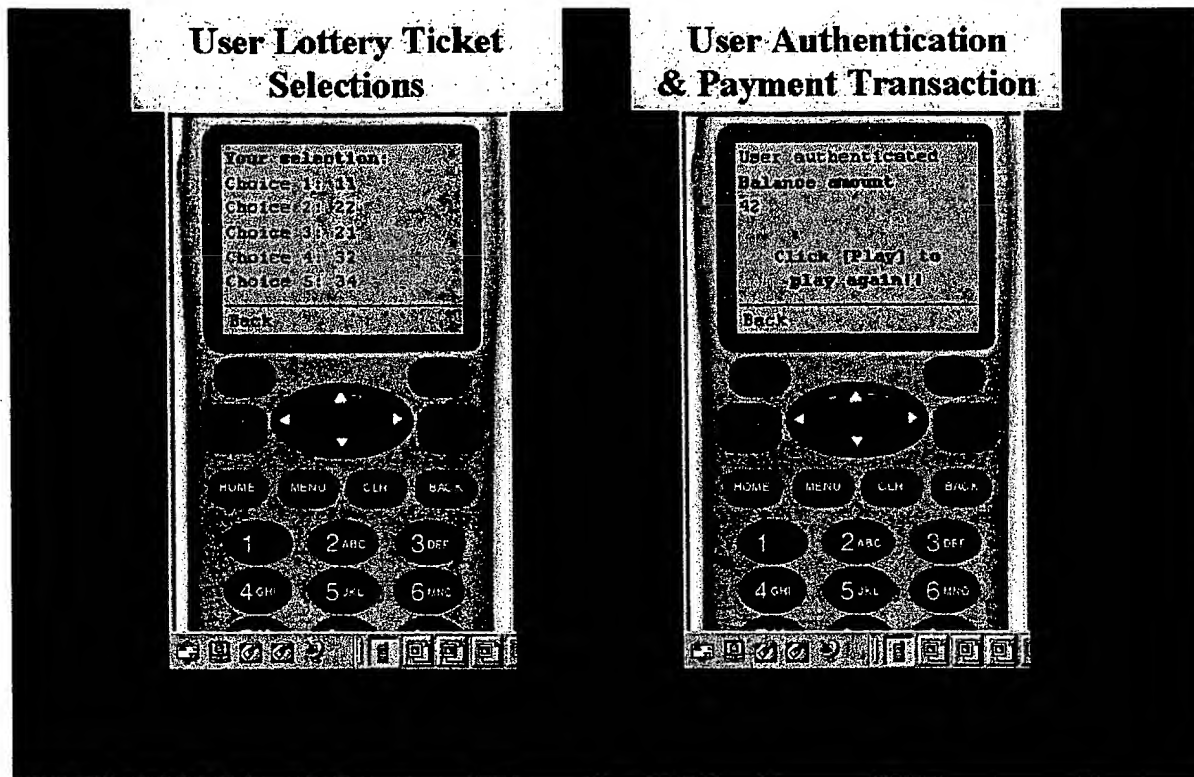
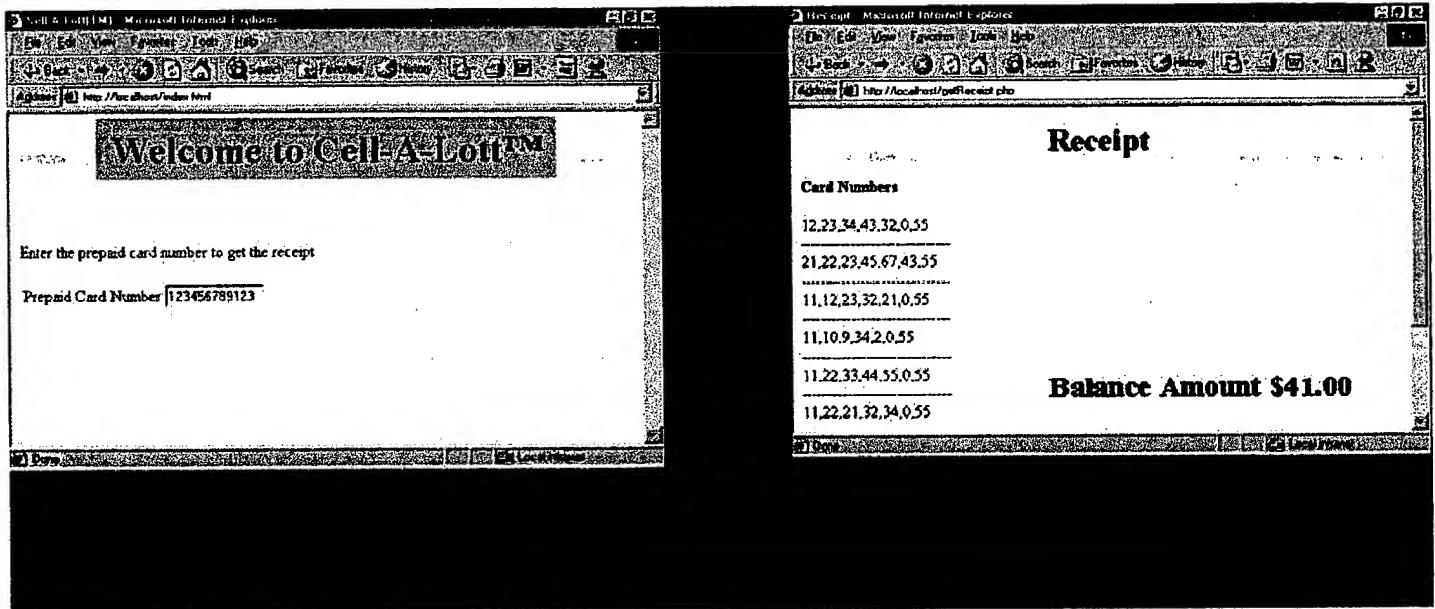


Figure 6. Two views showing balance amount and manually selecting numbers for a game.



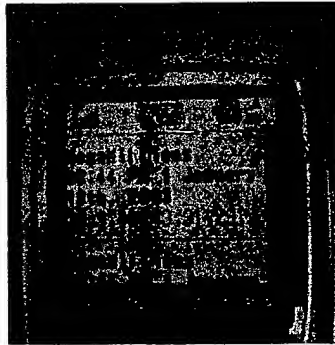
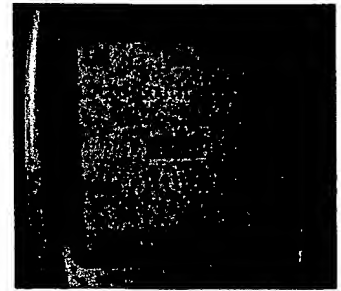
**Figure 7. Shows selected lottery numbers and final user authentication after all numbers are selected, showing amount of funds remaining in the account.**



**Figure 8. Reviewing tickets purchased using Internet. Tickets can be purchased for the same account using multiple mechanisms – phone, internet or wireless PDAs or cell-phones. Internet provides a receipt vault for the purchaser.**



## Product Demonstration



**Figure 9. Sample digital photos of an actual demonstration performed at a meeting in 2003 for Georgia State Lottery Officials.**



**Figure 10. A ticket receipt which use existing retail store infrastructure and a standard magnetic card reader to purchase a lottery ticket using a Cell-A-Lot prepaid card. (See Figure 3)**